Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-60. (Canceled)

61.   (Currently amended) A process of providing a computer with access to web page content, the process comprising ~~the computer~~:

~~requesting a first web page via a network connection,~~

~~displaying the first web page in a browser window,~~

comparing an ad file having an associated demographic profile with demographic data for each of multiple registered users and identifying those registered users having demographic information that matches the demographic profile for the ad file

identifying a time period over which the ad file should be played

adding the ad file to a playlist for a computer if the ad file is matched to the demographic information of a registered user of the computer and if the identified time period is available for the computer

detecting a network connection initiated by the computer to allow the computer to download at least one web page for display in a browser window

detecting if the computer is not actively sending and not actively receiving data via the network connection, and if so, automatically ~~commencing~~ downloading a~~the~~ ~~video~~ ad file via the

network connection to the computer[[,]]

~~during downloading the video file, detecting if the computer is commencing downloading a second web page, and if so, waiting to continue downloading the video file,~~

after completing downloading the ~~video~~ ad file, the computer:

storing the ~~video~~ ad file in an ad pool

periodically opening a viewer window in which one or more ads from the ad pool are displayed

hiding the viewer window after a predetermined display run time and keeping the viewer program hidden for a predetermined quiet interval

~~wherein the size of the viewer window is of a size not less than a predetermined minimum size and~~

~~wherein the viewer window is located on top of all open windows.~~

62.   (Currently amended) The process of claim 61, further comprising sending a questionnaire to the computer prior to ~~commencing downloading the second~~ allowing the computer to download the web page.

63.   (Currently amended) The process of claim 61, wherein the viewer window is distinct from the browser window displaying the ~~first~~ web page.

64-69. (Canceled)

70.   (Currently amended) The process of claim 61 wherein the display run time ~~of the video file~~ is between 30 seconds and 2 ½ minutes.

71-72. (Canceled)

73.   (New) The process of claim 61, further comprising:

decreasing a number of available ad file impressions for the registered user of the computer.

74.   (New) The process of claim 61, further comprising:

the computer managing the ad file pool so as to keep track of the number of times each ad file in the ad file pool has been viewed and to determine when each ad file in the ad file pool should no longer be viewed.

75.   (New) The process of claim 74, wherein managing the ad file pool includes determining that an ad file should not be viewed after the ad file has been viewed a predetermined number of times.

76.   (New) The process of claim 74, wherein managing the ad file pool includes determining that an ad file should not be viewed after the ad file has been viewed for a predetermined number of calendar days.

77.   (New) The process of claim 74, wherein managing the ad file pool includes discarding an oldest ad file from the ad file pool if the ad file pool size exceeds a predetermined size limit value.

78.   (New) The process of claim 63, wherein the size of the viewer window is of a size not less than a predetermined minimum size.

79.   (New) The process of claim 63, wherein the viewer window is located on top of all open windows.

80.   (New) A process of providing ads to a computer:

comparing an ad file having an associated demographic profile with demographic data for each of multiple registered users and identifying those registered users having demographic information that matches the demographic profile for the ad file

identifying a time period over which the ad file should be played

adding the ad file to a playlist for a computer if the ad file is matched to the demographic information of a registered user of the computer and if the identified time period is available for the computer

detecting a network connection initiated by the computer to allow the computer to download at least one web page for display in a browser window

detecting if the computer is not actively sending and not actively receiving data via the network connection, and if so, automatically downloading the ad file via the network connection to the computer.

81.   (New) The process of claim 80, further comprising:

decreasing a number of available ad file impressions for the registered user of the

computer.

82.   (New) The process of claim 80, further comprising:

receiving ad impression viewing data from the computer, the ad file impression viewing

data corresponding to the number of times each ad file in the playlist has been viewed.

83.   (New) The process of claim 82, further comprising:

preparing a demographic report that summarizes the received ad impression viewing data

for the multiple registered users over a predetermined time period.